

July 5, 2017

## 2017 EKKA MEDIA LAUNCH

### Two major announcements and exclusive sneak peek at our 140<sup>th</sup> show

**Join us tomorrow** for some exciting major announcements plus an exclusive sneak peek at what Queensland's largest and most loved annual event has in store, as the official countdown to the 140<sup>th</sup> Royal Queensland Show (Ekka) begins.

With just 37 days until the gates open, this year's media launch will feature two major announcements you won't want to miss, plus we'll reveal the daytime and night time entertainment line ups including an exclusive look at world firsts featuring in the spectacular never before seen night show EkkaNITES.

Renowned escape artist and daredevil Sam Powers will give you a sneak peek into his death-defying new EkkaNITES show, while the catwalk will go back to nature as models strut their stuff in a special preview of the iconic Natural Fibres Fashion Parades.

There will also be an incredible array of animals on show, from horses and beef cattle to cats and dogs, plus plenty of baby farmyard animals. You'll also get a taste of the show food favourites along with the award-winning food and wine on offer at this year's show.

The Ekka is celebrating a remarkable milestone this year – its 140<sup>th</sup> anniversary. From the very first show in 1876, the Ekka has been bringing the country and city together to showcase the best of the best. The show is full of traditions, a unique atmosphere and childhood memories which have been passed down through generations – it's a true Queensland experience and one not to be missed.

**WHEN:** TOMORROW – Thursday 6 July, 2017

**TIME:** 10:30am for 11am SHARP start

**WHERE:** Royal International Convention Centre, Brisbane Showgrounds, Bowen Hills

Don't forget to follow us on social media #ekka



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